

**PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)  
NIH – CONTRACT**

**RFTOP#:153**

**Title:** NIDA – Research Promotion Support

**Part 1 – Request for Contract (TO) Proposals:**

**A. Point of Contact Name:**

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**Proposal Submission Address:**

Procurement Section, COB, DEA  
National Heart, Lung, and Blood Institute  
National Institutes of Health  
Rockledge Building 2, Suite 6042  
6701 Rockledge Drive  
Bethesda, Maryland 20892-7902

**Billing Address:**

Accounts Payable, OFM, NIH  
Bldg 31, Room B1B39  
Bethesda, Maryland 20892-2045

**B. PROPOSED PERIOD OF PERFORMANCE:**

One (1) year from date of award with two (2) additional twelve (12) month option periods. The anticipated effective date is September 30, 2003.

**C. PRICING METHOD:**

Cost Plus Fixed Fee method is desired. The estimated level of effort for each year is as follows:

LABOR CATEGORY	DIRECT LABOR HOURS		
	Base Year	1 <sup>st</sup> Option Period	2 <sup>nd</sup> Option Period
Project Director	70	70	70
Senior Science Writer	45	45	45
A/V Specialist	45	45	45
Graphic Design Specialist	40	40	40
Administrative Support	40	40	40
GRAND TOTAL, Direct Labor Hours	240	240	240

Note: NIDA estimates approximately 240 contractor direct labor hours per year to complete this project. If, in the opinion of the offeror, this amount is insufficient to complete the required work or if significant improvements are available from additional funding, firms are requested to detail how available funds would be best spent, the amount and purpose of additional funds and any inefficiencies inherent in staging the project.

**D. PROPOSAL INSTRUCTIONS:**

**Technical Proposals.**

Technical proposals should be no longer than ten (10) pages, excluding resumes, and must be submitted to the POC at the address specified above. Proposals shall be in hard copy with an original and three (3) copies of the technical proposal and an original and three (3) copies of the cost proposal. Offerors must also submit a signed contract form (last page of the RFTOP) with their proposal. In order to meet the proposal response date and time, firms may submit proposals electronically via e-mail to CurryJ@nhlbi.nih.gov referencing the RFTOP number and the name of the firm in the subject line, or via facsimile. However, hard copies must be received not later than the close of business on the next business day.

A detailed work plan must be submitted indicating how each aspect of the statement of work is to be accomplished. The technical approach should be as detailed as necessary to fully explain the proposed technical approach or method. The technical plan should reflect a clear understanding of the nature of the work being undertaken. The technical plan must include information on how the project is to be organized, staffed, and managed. Information should be provided to demonstrate the offeror's understanding

and management of important events or tasks.

Plans which merely offer to conduct a program in accordance with the requirements of the government's scope of work, will not be eligible for further consideration. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.

**Cost/Business Proposals.**

The business proposal must contain sufficient information to allow the government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchased parts, shipping, indirect costs and rate, fee, and profit. The offeror may use the Government's direct labor hour estimates in their proposal. The offeror's proposal must fully document and justify increases or decreases in the estimate of the direct labor hours.

**Request for Clarifications.**

All requests for RFTOP clarifications must be submitted by Monday, August 25, 2003, at 3:00 p.m. Requests for clarifications are to be submitted electronically to the Contract Specialist cited in Part I, paragraph A. above. Responses will be provided electronically to all offerors by Wednesday, August 27, 2003, at 3:00 p.m.

**Proposal Intent.**

Upon review of the RFTOP, your intent to submit or not to submit a proposal is requested. Your intent may be furnished electronically to the Contract Specialist/Contracting Officer cited in Part I, paragraph A. above. YOUR EXPRESSION OF INTENT IS NOT BINDING BUT WILL GREATLY ASSIST US IN PLANNING FOR PROPOSAL EVALUATION.

**E. RESPONSE DUE DATE:**

Proposal responses are due Friday, August 29, 2003, at 3:00 p.m., local prevailing time.

**F. TASK DESCRIPTION:**

**1. BACKGROUND INFORMATION AND OBJECTIVES**

**A. Background Information**

The National Institute on Drug Abuse (NIDA), a component of the National Institutes of Health (NIH), is the lead Federal agency for research on drug abuse and addiction. The Public Information and Liaison Branch (PILB) is part of the

Office of Science Policy and Communications (OSPC) and provides all public information services for NIDA. These include publications development, public awareness campaigns, web development and maintenance, social marketing and promotional projects, and media outreach.

## **B. Objectives**

The objective of this procurement is to provide additional support in promoting research information and/or current information about NIDA activities through highly targeted outreach to select media outlets. This work is intended to supplement current media outreach activities. To ensure the most efficient use of resources, PILB will determine what parts of each promotional effort can be handled through existing staff and what the contractor will take on. In most cases, the contractor will be directed to handle strategic planning and specific tasks that require a special expertise that is not already within PILB's resource capabilities.

## **II. SERVICES TO BE PERFORMED**

### **A. General Requirements**

1. Independently, and not as an agent of the government, the Contractor shall furnish all necessary labor, materials, supplies, equipment, and services (except as otherwise specified herein) and perform the work set forth below.
2. The government Project Officer shall monitor all work under this contract.

### **B. Specific Requirements**

#### **TASK 1: PLANNING AND MANAGEMENT:**

The Contractor shall assist the Project Officer in determining which research activities will require special media attention and assist in specific planning as the need arises. The program estimates that approximately 3 projects will take place each year. As the need occurs, the Contractor shall work with NIDA to determine: tasks to be accomplished; methods and timelines for achieving the task; and allocation of resources, costs, hours, personnel. Note to offerors: for proposal purposes only, offerors should assume that three planning and management tasks will occur in each year of the contract.

#### **TASK 2: IMPLEMENTATION OF SPECIAL PROMOTIONS:**

The Contractor shall work with the Project Officer to carry out special promotional activities, such as developing bilingual Video News Release packages (may require travel to secure footage) or national satellite tours,

outreach to specifically identified media outlets, including bilingual outlets, to secure coverage and fulfillment of media requests for materials and/or interviews, involvement in the creation of outreach materials during promotional pitches and fulfillment.

**TASK 3: TRACKING AND ANALYSIS:**

The Contractor shall work with the Project Officer to track progress of efforts to engender media coverage. Activities conducted under this task will include: analysis of response to pitches and individual needs and requests of outlets; and report actual coverage with suggestions, where appropriate, for improving future contacts.

**C. DELIVERY SCHEDULE**

Item No.	Description	Quantity	Delivery Date	Point of Delivery
1.	Start-up Meeting	1	Within 5 calendar days after contract award	PO
2.	Individual Assignment Work Plan	2	2 calendar days after assignment briefing	PO
3.	Final Report	1	15 days after end of contract	PO
		1		CO
PO = Project Officer CO = Contracting Officer				

**G. EVALUATION FACTORS:**

Your proposal shall be evaluated on the likelihood of meeting the Government's objectives. The evaluation shall be based on the technical and administrative capabilities in relation to the needs of the project/task and the reasonableness of costs shown in relation to the work to be performed. The following criteria are those that shall be applied in the evaluation of your technical proposal. The assigned weight of each factor is shown below:

**Technical Approach (40 points)**

Offerors must demonstrate a thorough understanding of the task order requirements and experience with program development and outreach. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the detailed, written description.

**Prior Experience and Past Performance (40 points)**

Offerors must demonstrate recent experience related to promoting science-based research findings for NIH. Contacts for no more than three current, relevant projects demonstrating the offerors experience should be provided.

**Staffing and Management (20 points)**

Offerors must demonstrate experience of key personnel in supporting the planning and implementation of activities described in the task order. Offerors are to provide a detailed staffing plan, including labor hours and a management plan that describes the offeror's approach to managing work and subcontract management, if applicable. As part of the staffing and management plan, the offeror shall summarize the relevant program development experience and skills of each of the individuals proposed for the task order.

**Cost**

Price is not a weighed evaluation factor. A basic analysis of the proposed cost or price of the work will be performed to determine the relative merits of the offerors proposal and in selecting the offeror whose proposal is considered to offer the best value to the Government. The cost proposal shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchased parts, shipping, indirect costs and rate, fee, and profit.

**TO # NICS-153**

**PICS TITLE:** NIDA - Research Promotion Support

**PART II – CONTRACTOR’S REPLY: CONTRACT # 263-01-D-0\_\_\_\_\_**

Contractor:

### Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

## Pricing Method

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: \_\_\_\_\_

Signature

Date

**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

RECOMMENDED:

FAX #	Signature - Project Officer	Date
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Signature - Project Officer

Date \_\_\_\_\_

APPROVED:

FAX #	Signature - Contracting Officer	Date
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Signature - Contracting Officer

Date \_\_\_\_\_

NIH APPROVAL – CONTRACTOR SHALL NOT EXCEED THE LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: \_\_\_\_\_

FAX 301-435-6101

Signature -Anthony M. Revenis, J.D., NIH-PICS Coordinator

Date \_\_\_\_\_